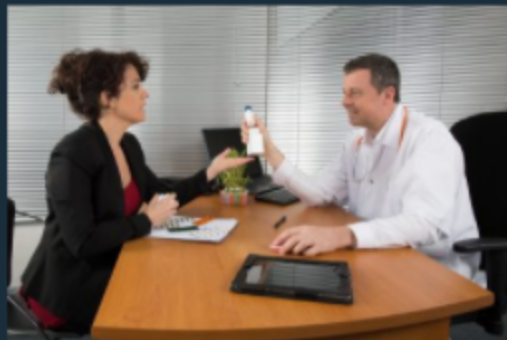




MEDICINE REPRESENTATION

In the field of medicine, the medical sales representatives are one of the most important people involved in endorsing medicine and other health products to the healthcare professionals such as doctors in hospitals.

ENDORISING MEDICINE



SELLING EFFECTIVELY

The usual approach by the medical sales representatives in endorsing their company's medicine and other health products is that they bring with them their medical books and visual representations and descriptions of the products they want to sell to doctors in hospitals. Over the years, this has proven to be effective already in selling the products. As we can see in the medicine world right now, there is an increase demand of medical sales representatives because companies keep on making medicine and health products for the doctors, hospitals, and people. However, the group believes that the selling of the company's products can be more effective.

This idea is to sell the company's products with more visual representation. Since the usual way of endorsing the product is also visual and descriptive representation but with more literature and words, the group's idea is to endorse the product with video presentation.

In the video, our idea is to endorse the product by showing the reaction of the body to the medicine and other health products after being taken down to the system. Also, the video intends to show how the product is being made and how its chemicals will react positively the human body. Endorsing the company's products this way, we believe that the selling will be more attractive.

Majority of people will always prefer of visual representation that involves video with many pictures rather than words and literature. This way art, in the form of video representation of medicine, will be more appreciated even in the field of medicine.

